

TABLE I

FIRST FTC MARKET SURVEY

Tar Values as Reported by FTC on Nov. 22, 1967

Brand	Size	TAR mg/cigt.	NICOTINE mg/cigt.
1. Marvels	RF	3.9	0.12
2. Marvels	KF	6.4	0.22
3. Carlton	KFC	7.2	0.50
4. Cascade	KFM	7.8	0.27
5. Duke of Durham	KFC	10.4	0.38
6. True	KFM	12.7	0.68
7. True	KF	12.8	0.65
8. King Sano	KFC	12.9	0.38
9. King Sano	KFMC	13.8	0.42
10. Domino	KFM	15.0	0.71
11. Parliament	LF	15.8	1.01
12. Parliament	KF	16.1	1.05
13. Kent	KF	17.4	1.09
14. Tareyton	KF	17.5	1.07
15. L&M	RF	18.5	0.93
16. Philip Morris	KFC	18.9	1.29
17. Lucky Strike	100FMC	19.4	1.03
18. L&M	LF	19.4	1.06
19. Philip Morris	KFMC	20.0	1.28
20. Kool	KFM	20.2	1.56
21. Tareyton	100FC	20.2	1.23
22. Marlboro	LF	20.4	1.34
23. Winston	KF	20.4	1.29
24. Sano	RNF	20.5	0.61
25. Lucky Strike	100FC	20.6	1.28
26. Marlboro	KF	20.7	1.41
27. Lucky Strike	KFMC	20.7	1.22
28. Raleigh	KF	20.8	1.53
29. Winston	LF	20.8	1.22
30. Marlboro *	100F	20.9	1.38
31. Viceroy	KF	21.0	1.43
32. Camel	KF	21.0	1.26
33. Chesterfield	KFM	21.0	1.19
34. Salem	KFM	21.1	1.36
35. L&M	KF	21.3	1.15
36. Viceroy	LF	21.4	1.43
37. Lucky Strike	KF	21.7	1.33
38. Marvels	KNF	21.8	0.82
39. Pall Mall	100FM	22.3	1.47
40. Chesterfield	KF	22.4	1.16
41. Chesterfield	RNF	22.7	1.20
42. Philip Morris	RNF	22.7	1.45
43. Pall Mall	100F	23.1	1.56
44. Kent	100F	23.4	1.46
45. Camel	RNF	24.2	1.39
46. Marlboro *	KFM	24.4	1.72
47. Winston	100FM	25.2	1.66
48. L&M	100FM	25.3	1.44
49. L&M	100F	25.6	1.41
50. Pall Mall	95FM	25.9	1.45
51. Kool	RNF	26.3	1.84
52. Lucky Strike	RNF	26.4	1.55
53. Winston	100F	26.7	1.74
54. Salem	100FM	27.0	1.74
55. Pall Mall	KNF	27.1	1.60
56. Raleigh	KNF	27.8	1.98
57. Philip Morris Commander	KNF	28.1	1.79
58. Pall Mall	95F	28.1	1.58
59. Chesterfield	KNF	28.6	1.54

R = 70 mm
 K = 85 mm
 F = Filter
 NF = Non-filter
 M = Menthol
 C = Charcoal

* These brand identities were reported incorrectly by the FTC and should be reversed. (Marlboro 85FM = 20.7; Marlboro 100F = 24.4)

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